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CLAIMS

1. An electroluminescent display, having
 - 5 - an at least partially transparent carrier (1),
 - a transparent electrode layer (2) situated on the carrier (1),
 - 10 - a luminescent layer (3), containing electroluminophores (4), which represents an image area,
 - 15 - a rear electrode layer (7) in the region of a majority of the image area,
 - an insulating layer (9), which has a recess (10) in the area of the rear electrode layer (7),
 - 20 - a transparent contact layer (12) situated on at least part of the area of the insulating layer (9) for contacting the rear electrode layer (7).
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2. The electroluminescent display according to claim 1, wherein the electrode layer (2) is implemented from transparent conductive varnish.
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3. The electroluminescent display according to one of the preceding claims, wherein the contact layer (12) is implemented from transparent conductive varnish.
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4. The electroluminescent display according to one of the preceding claims, wherein the insulating layer

(9) is implemented as at least partially transparent.

- 5 5. The electroluminescent display according to one of
the preceding claims, having a rear insulating
layer (4) for insulating the side of the contact
layer (12) facing away from the carrier (1).
- 10 6. The electroluminescent display according to claim
5, wherein the rear insulating layer is
implemented as at least partially transparent
(14).
- 15 7. The electroluminescent display according to one of
the preceding claims, wherein the carrier (1)
predominantly comprises glass or plastic glass.
- 20 8. The electroluminescent display according to claim
7, wherein the carrier (1) represents the single
supporting layer of the electroluminescent display
predominantly comprising glass or plastic glass.
- 25 9. The electroluminescent display according to one of
the preceding claims, wherein the electrode layer
(2) and/or the contact layer (12) are each
contacted using a busbar (13a, 13b).
- 30 10. The electroluminescent display according to claim
10 [sic; 9], wherein the busbar (13a, 13b) is
implemented with a conductive paste included.
- 35 11. The electroluminescent display according to one of
the preceding claims, wherein the image area is
divided into multiple non-coherent partial image
areas.

12. The electroluminescent display according to claim 11, wherein the partial image areas are each activatable individually and/or in groups.
- 5 13. The electroluminescent display according to one of the preceding claims, wherein the contact layer (12) contacts the rear electrode layer (7) directly in the region of the recess (10).